

TO: Larry Kimmel
FROM: Shelby Rafferty

DATE: November 8, 1995

SUBJECT: 1996 Parliament Direct Mail Campaign - Concept Brief

I. PURPOSE

The purpose of this brief is to provide background/creative direction for the development of 1996 direct mail concepts.

II. BACKGROUND

In 1996, Parliament will continue its two-tiered marketing plan tailored to the brand's unique, bi-polar franchise. Direct mail will be the primary vehicle of communication to Parliament's 100's/soft-pack franchise. Advertising, events and retail promotions will be utilized to communicate to the box-packing, young adult smoker. A recap/results from Parliament's 1994 direct mail program is attached for your reference (See Attachment A).

Business Update
Total U.S.

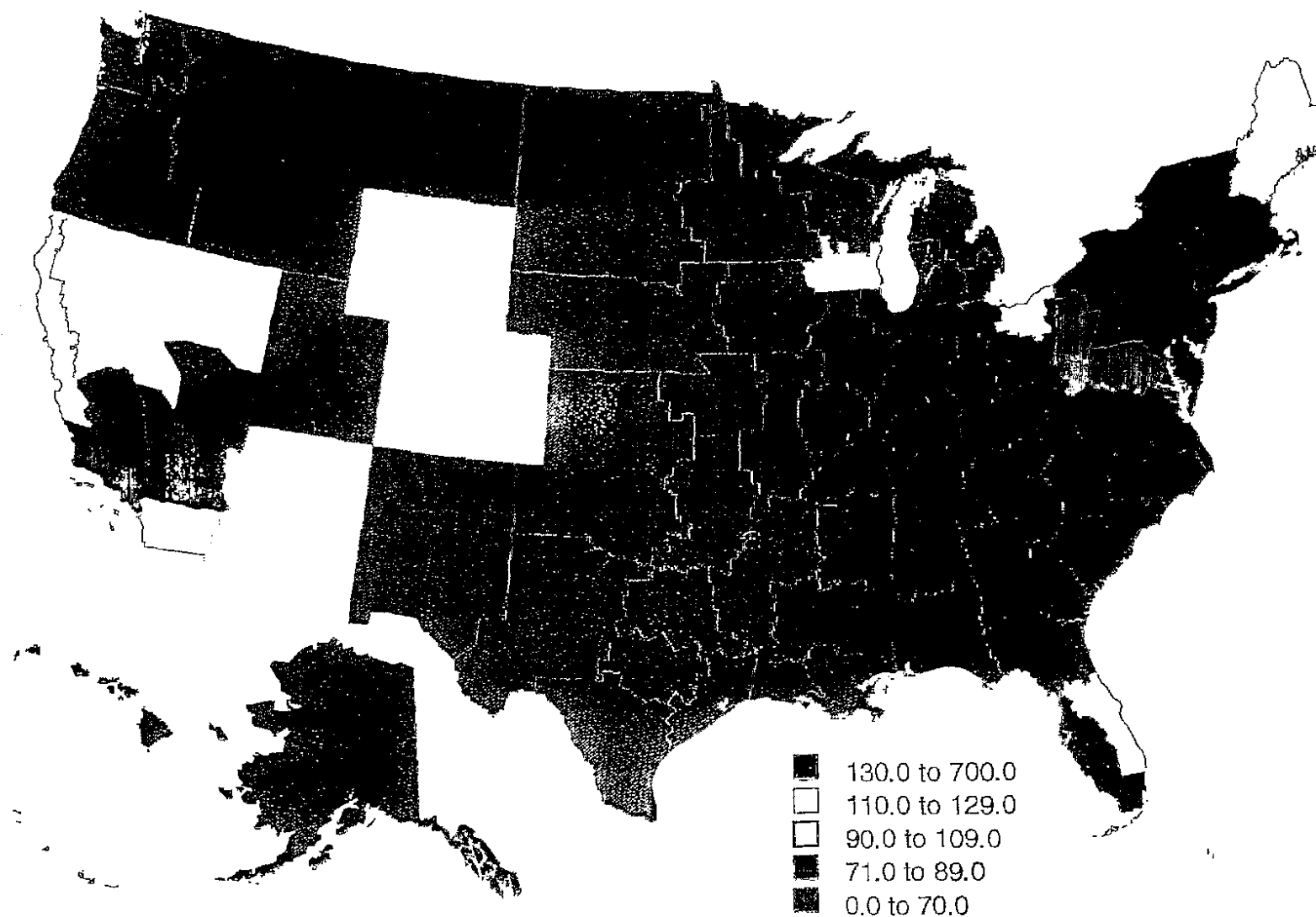
	<u>% Contribution</u>	<u>% Volume YTD Δ 95/94</u>	<u>% Share Pt. YTD Δ 95/94</u>	<u>% Volume Δ 94/93</u>	<u>% Share Pt. Δ 94/93</u>
100's	38%	0.0%	0.00	+8.0%	+0.1
Soft	14%	-7.1%	0.00	+5.0%	--
Box	48%	+9.1%	+0.2	+8.0%	+0.3

Franchise Demographics

	<u>100's</u>	<u>Soft</u>		<u>Box</u>
Median Age:	47 35+ yrs: 85%	44 35+ yrs: 76%		32
Gender:	M/F: 30% / 70%	M/F: 49% / 51%		50/50
Race:	White: 84%	White: 94%		92%
Income:	\$30K+: 50%	\$30K: 74%		55%
College:	Any: 50%	Any: 63%		64%
County:	Nielsen A: 57% Nielsen B: 25% Nielsen C: 12%	Nielsen A: 47% Nielsen B: 39% Nielsen C: 9%	A-B	78%
Region:	Northeast: 51% Southeast: 15% Midwest: 16% West Coast: 12%	Northeast: 44% Southeast: 14% Midwest: 21% West Coast: 19%	A-B	87

PARLIAMENT Soft and 100's

Share Development Index Map



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Database Profile/Overview

Total Parliament Smokers:		239,524
% Penetration of Total Market:		68%
Parliament Smokers Mailed in 1995 (Five Mailings):		≈ 187,000
Non-Responders* on Database:		≈ 49,000
Newly Added Names in 1994:		35,000 (15%)
Updated Records in 1994:		55,000 (27%)
Gender:	M/F:	39% / 58%
Median Age:	47	
	35+ yrs:	69%
100's Smokers:		50%
Buy Kind:	Pack/Carton/Both:	18%/ 34%/ 21%
County:	Nielsen A:	63%
	Nielsen B:	24%
Region:	Northeast:	61%
	Southeast:	10%
	Midwest:	12%
	West Coast:	11%
Top 10 Previous Brands:	Marlboro:	27%
(See Attachment B)	Winston:	6%
	B&H:	4%
	Kent:	3%
	Camel:	3%
	Salem:	3%
	Pall Mall:	3%
	Merit:	3%
	Virginia Slims:	2%
	Newport:	2%

} source? why not 5 regions

*Non-responders defined as any Parliament smoker mailed in 1993 and 1994 who did not respond to any promotional vehicle.

III. OBJECTIVES

- To defend and reward primarily, the current 100's and secondarily, the soft-pack franchise.
 - To enhance Parliament's premium brand image.
 - To update survey information/records on an additional 20% of database names.
(In 1994, 27% of existing records were updated)
 - To increase database penetration by 10% in 1996 to 78% of all Parliament smokers.
 - To reinforce Parliament's unique product proposition: the recess filter.
- How is this # calculated?*

IV. STRATEGIES

- Implement a national, defensive direct mail program.
- Offer coupons to reward loyalty and encourage repeat purchases.
- Add database-building/updating devices to all mailings.
- Provide a consistent, compelling creative theme as the thread of continuity throughout all mailings.
- Utilize visual/copy treatments to emphasize the recess filter product benefit.

V. TACTICS

- 1996's direct mail program will encompass four mailings: February, April, July and October.
- Continuity collections (with two items in each) will be offered in the April and October mailings. Please include a last chance offer for the April continuity collection in the July mailing.
- Two coupons will be in each mailing: \$1.50 off 4 packs/carton and \$1.00 off 4 packs/carton.
- The mailings will be solely defensive to approximately 200M Parliament smokers, primarily 100's and soft-pack.
- Every mailing should include a full smoker survey and/or refer-a-friend survey.

VI. CREATIVE GUIDELINES

- Once concept should focus on the evolution of the Claire and Philippe Romance Saga. The creative challenge rests on keeping the story/characters fresh and interesting in 1996, it's third year.
- Another possible creative theme is a treasure "hunt" across tropical islands. There are, however, endless possibilities so have fun with it and show us your true creativity!

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VII. BUDGET

- Proposed defensive direct mail budget for 1996 is \$2.67MM:
 - Postage, production and creative fees: \$1.0MM
 - Continuity offers: \$1.0MM
 - Coupons: \$500M
- Chapman concept development fee: \$20M

VIII. TIMETABLES

- Concept board/comps due week of 11/27.

IX. OTHER

- I have included the latest Parliament database and direct learnings to date in 1995.

cc: S. LeVan
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